

Financial Highlights



Located within 300 miles of one-quarter of the country's population, Bally's Park Place Casino Hotel is one of the East Coast's leading resorts. Our facilities, at the renowned Park Place and the Boardwalk address, include a 60,000 square-foot casino, 512 luxurious hotel rooms, 8 restaurants and 34,000 square feet of convention and exhibition space.

<i>In thousands except share data</i>			
Years ended December 31	1983	1982	% Increase
Revenues	\$263,333	\$224,256	17%
Net income	\$ 20,569	\$ 10,174	102%
Net income per share	\$.86	\$.45	91%
Average number of common shares outstanding	23,926,702	22,696,723	—

Revenues <i>In millions of dollars</i>			Net income <i>In millions of dollars</i>			Net income per share <i>In dollars</i>		
83	263.3		83	20.6		83	.86	
82	224.3		82	10.2		82	.45	
81	218.5		81	4.5		81	.20	
80	208.3		80	2.5		80	.11	

To Our Stockholders:



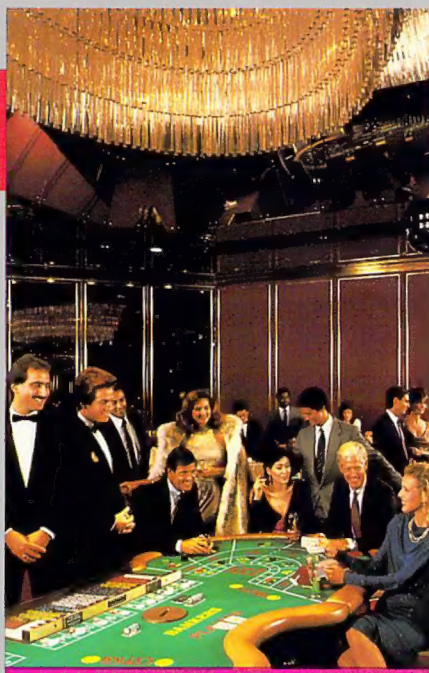
William S. Weinberger (left)
President
Richard Gillman
Chairman of the Board of Directors

The year 1983 was a period of major accomplishment at Bally's Park Place Casino Hotel.

In the face of ever-increasing competition, Bally's Park Place posted record increases for the year ending December 31, 1983, with revenues reaching \$263.3 million, a 17% increase over the \$224.3 million reported for 1982. Net income for 1983 was \$20.6 million (\$.86 per share), a 102% increase over the \$10.2 million (\$.45 per share) achieved in 1982. During the year, a significant decrease was also made in long-term debt.

Also of interest in 1983 were hotel occupancy figures, which rose to a record level of 89%, highest among Atlantic City's nine casino hotels.

A key factor behind our continued success in the Atlantic City market during the past year was our strong



The casino at Bally's Park Place features 117 gaming tables for Black-jack, Craps, Roulette, Big Six and Baccarat, which is shown here.

showing in the area of slot machine operations. In 1983, slot machine revenues eclipsed the \$100 million plateau, reaching a level of \$124.6 million. This performance represented an increase of 25% over the \$99.6 million earned in 1982.

In 1983, Bally's Park Place also made unprecedented marketing strides, using a well-rounded mix of advertising, sales promotion, special events and public relations programs to keep our property in the forefront of the public's eye.

Foremost among our advertising efforts was the utilization of commercial and cable television. Using a selected group of athletes from our list of Greatest Sports Legends attendees, Bally's Park Place produced a series of impactful and entertaining television commercials, which ran in the Philadelphia and New York markets during the last six months of the year. Research has proven these commercials to be among the most effective in the marketplace.

With regard to sales promotion programs, 1983 proved to be the most competitive year to date in the

Atlantic City market. In an attempt to attract an increasingly larger number of customers to their establishments, each of Atlantic City's nine casinos entered into major promotional efforts.

In order to remain competitive, Bally's Park Place kept an extremely high sales promotion profile.

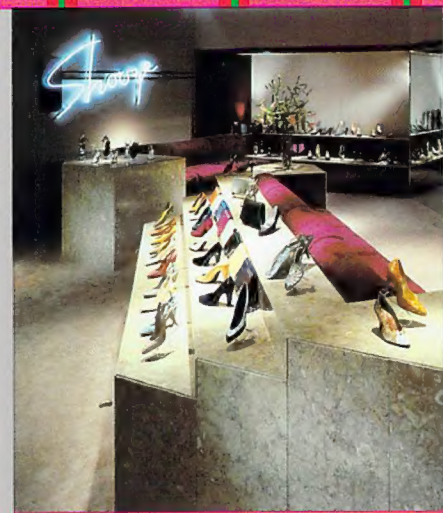
Aided by our popular bus packages and the on-going *Bus Plus* club, whose membership now totals more than 150,000 individuals, our bus program remained one of the strongest and most profitable in the market. In total, we attracted in excess of 38,000 buses, or approximately 1,100,000 bus riders, to our property in 1983.

Towards the close of the year, Bally's Park Place made one other major move in sales promotion through the introduction of the *Winners Club*. The club, the first of its kind within the marketplace, started off with a membership base of more than 200,000 people. Benefits to *Winners Club* members include daily and monthly prize drawings, as well as entertainment and room discounts.

Throughout our brief history, special events have been one of our strongest marketing tools. This proved to be the case again in 1983 as we staged a variety of well-received programs for our casino customers.

To help ring in the New Year, we started off our calendar of special events with a gala New Year's Eve celebration, featuring the talents and magic of LeClique—a well-known East Coast performing troupe.

Following on the heels of the New Year's celebration, Bally's Park Place hosted a Knockdown/Touchdown weekend. The festivities began on Saturday, January 29, with the Davey Moore vs. Gary Guiden Junior Middle-weight Championship bout—one of the many major fights held at our facility in 1983. Then on Super Sunday, we held a Super Bowl party that rivaled the best of tailgate events staged throughout the country on that day.



During 1983, Bally's Park Place added two new boutiques—including Shooze, designed by Daroff Design Inc.



An oceanside cabana at Bally's Park Place, just one of the features that make our casino hotel a satisfying all-around vacation destination.

Also included within our 1983 special events calendar were Billy Weinberger's 70th Birthday Party, the Second Invitational Billy Weinberger Craps Tournament, the July 4th Philadelphia Jamboree, and major Gin Rummy and Mah-Jong tournaments.

Of all the special events staged during the year, however, the most popular continued to be our Annual Greatest Sports Legends Reunion Banquet. The event, which attracted more than 50 of our country's greatest sports legends and over 900 guests, was staged over three days in October. It featured a two-day golf classic, cocktail receptions attended by the legends, a fashion show for the wives of our casino guests, and an awards ceremony and banquet on Saturday, October 8, the final night of the event.

Towards the close of the year, the reunion received national attention through a television special, which was syndicated in every major market throughout the United States.

As stated earlier, 1983 saw record increases in room occupancy percentages at Bally's Park Place. A good deal of the credit must go to our

successful efforts in the areas of convention and tour and travel marketing.

Our convention facilities, the city's finest with 34,000 square feet of meeting space on one level, attracted 250 corporate and convention groups. In all, our sales efforts contributed 34% to our casino hotel's total room occupancy in 1983.

The year 1983 also saw many improvements in operations. Numerous programs were adopted to improve efficiency levels and cost controls. The development of a new and more powerful computer system, which will aid management in terms of present operations and future growth, also continued during the year.

Among the major changes with regard to operations was the establishment of our Human Resources Department, which has helped greatly in the areas of employee relations and appreciation programs.

With regard to long-term goals, we believe that Bally's Park Place is well equipped to handle the anticipated growth in the Atlantic City market. In

1983, construction of our 40,000 square-foot health spa commenced, with completion expected sometime in late 1984. Also continuing were plans for our 700- to 750-room tower expansion. When completed, the two facility expansions will transform Bally's Park Place into one of the most diversified and exciting facilities within the Atlantic City market.

In looking back over 1983, we are pleased with our accomplishments. We look forward to continued growth and success in 1984, and beyond.

Richard Gillman

Richard Gillman
Chairman of the Board of Directors

William S. Weinberger

William S. Weinberger
President

March 22, 1984



Intimate dining at the sophisticated By the Sea, one of many fine restaurants at Bally's Park Place.



Billy Weinberger's 70th birthday bash, hosted by Richard Gillman (far left) and Alan King (right), was another popular special event.



Bally's Park Place will soon house the East Coast's grandest health spa. Construction is scheduled for completion in late 1984.



Today, less than six years after its first casino opened, Atlantic City has become the nation's leading travel resort. During 1983, over 27 million people visited the city to gamble and revel, more than visited any other United States resort. The over 50 million people—one quarter of the country's total population—that live within 300 miles of the famous Boardwalk have made Atlantic City a major financial success for the East Coast. And, according to *Business Week* magazine, "... analysts and casino operators agree that the boom is just beginning."

Atlantic City is on a roll and so is Bally's Park Place Casino Hotel. Built at Atlantic City's most prestigious address—Park Place and the Boardwalk—Bally's Park Place is already one of the area's most profitable casino hotels. With net income

of \$20.6 million and revenues reaching \$263.3 million, 1983 marked the second consecutive year of record results. Another measure of our success can be found in our hotel occupancy rate of 89%—the highest rate of all Atlantic City casino hotels.

Building up with high style

To maintain our position as Atlantic City's premier address, Bally's Park Place is completing an impressive program of facility improvements and expansions. During the past year, close to 200 projects, approximating \$15 million, were initiated to enhance the quality of all our facilities. The lobby lounge and the main ballroom were redecorated, and the baccarat pit was also redesigned. Construction began on a Boardwalk entrance which will include a delicatessen, a Bally's



In 7 Heaven, one of the world's largest indoor neon signs illuminates Atlantic City's most exciting selection of slot machines.

Aladdin's Castle family amusement center and a new glass-enclosed elevator to carry guests to our casino and convention facilities.

The building's facade now has a more distinctive look with magenta, green and burgundy awnings which are highlighted by the glitter of tivol lights. Two retail shops were opened during the year, and we completed the scheduled renovation of 200 hotel rooms. To make our facilities even more attractive, we are also redesigning all of our major entrances.

Two other large-scale construction projects, currently underway, will significantly increase the popularity and capacity of our hotel. Construction of the multi-million dollar, 40,000 square-foot health spa is proceeding well and is scheduled for completion in late 1984. This impressive facility will be the largest of its

kind on the East Coast and will offer a full range of recreational, sport and exercise facilities, including racquet-sport courts, a disco-style aerobic exercise area, social saunas and an authentic Turkish-style bath. At the same time, we have begun the planning of a 700- to 750-room hotel tower, that will be built over our present complex. Foundations for the tower were incorporated into the original building, and progress should be swift when construction begins in 1984.

Marketing for the future

Along with improving our facilities, we have also sharpened the effectiveness of our marketing programs. A new advertising campaign was introduced in 1983 and included the first use of major-market television advertising. To complement our



1983 special events began with our highly successful New Year's Eve party that offered a wide range of popular entertainment.





Double-dip family fun at Sundaes, where super sundaes are served all week long.



MORE OUTRAGEOUS is Atlantic City's longest-running musical revue.



Gaming, dining, excitement and applause sum up the resort at Park Place and the Boardwalk.



successful *Bus Plus* program, a new *Winners Club* program, aimed at our slot machine and table game patrons, was initiated with an introductory mailing to 200,000 people. *Winners Club* members also enjoy valuable entertainment and room discounts and opportunities to win special cash awards. To expand our convention and corporate group business—which currently accounts for 34% of total occupancy—we have opened another regional sales office in New York City.

The convention business at Bally's Park Place already leads that of all other Atlantic City casino resorts, and we intend to maintain this lead. Our convention facilities—considered the best of any hotel in the area—were booked to capacity last year. During 1983, we hosted 250 corporate and convention groups, who enjoyed both our own convention spaces and our proximity to the city's convention center.

Spectacular special events

A grand-scale program of attractions has become synonymous with entertainment at Bally's Park Place, bringing even more people into our casino, restaurants and hotel. Following a lavish New Year's Eve Party, our 1983 special events calendar was highlighted by the Second Invitational Billy Weinberger Craps Tournament, Billy Weinberger's 70th birthday gala—emceed by Alan King, a Philadelphia-style block party on the July 4th weekend and the First World Championship Mah-Jong Tournament.

We also hosted a series of world middleweight and heavyweight boxing matches that made sports headlines and further increased our recognition and visibility. During October 6-8, we held the 2nd Annual Greatest Sports Legends Reunion Banquet—billed as the "largest, single



Johnny Unitas (left) and Walt Frazier—guests at the 2nd Annual Greatest Sports Legends Reunion Banquet—film a television commercial for Bally's Park Place Casino Hotel.

gathering of the greatest names in sports." Finally, in January of the new year, cigar-puffing, octogenarian entertainer George Burns celebrated his 88th birthday with us during a two-day appearance which included a special performance for women only. MORE OUTRAGEOUS, our award-winning musical extravaganza, also remained quite popular and became the longest-running revue in the city.

Operational improvements

To support our growth, we have continued to refine our behind-the-scenes operations. This past year saw the installation of an even more powerful computer system which will integrate all management information and cost control functions. To improve relations with our approximately 3800 employees, we have engaged experts from a nationally recognized consulting firm to work with our recently established Human Resources Department. An integral

function of this department is the administration of a new "courtesy" campaign in which the graciousness extended to guests is also reflected in our employee relations.

During 1983, we completed installation of Bally Manufacturing Corporation's *Series E 2000* gaming machines. Through the technological sophistication Bally Manufacturing provides, our slot machine operations are generally recognized as one of the industry's most efficient and profitable. Conversion to the new equipment should enable Bally's Park Place to maintain this position.

The future of Atlantic City—and of Bally's Park Place—appears brighter than ever before. Atlantic City is well on the way to a long and prosperous reign as the new Queen of Gaming Resorts, and the improvements, expansions and refinements we have made will make Bally's Park Place an even more desirable convention and recreation environment.



Davey Moore and Gary Guiden fight for the WBA Junior Middleweight Championship at Bally's Park Place.



Officers and Directors

Stockholder Information

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Chairman of the Board of Directors

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President, Director

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Director

Alfred C. Linkletter
Director

Robert E. Mullane
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C. Patrick McKoy
Vice President and Treasurer

G. Patt Medchill
*Vice President**

Dennis P. Venuti
Vice President, Secretary and
General Counsel

Earl T. Yanase
*Vice President**

*New Jersey subsidiary only.

Annual Meeting

The Bally's Park Place, Inc. Annual Meeting of Stockholders will be held at Bally's Park Place Casino Hotel, Park Place and the Boardwalk, Atlantic City, New Jersey, at 2:00 p.m. local time on May 7, 1984. Parking will be available free of charge to stockholders attending the meeting.

Registrar and Transfer Agent

American National Bank & Trust
Company of Chicago

Bally's Park Place, Inc.

Park Place and the Boardwalk
Atlantic City, New Jersey 08401

Telephone: (609) 340-2000

Additional Information

The SEC Form 10-K Report included in this Annual Report to Stockholders is published solely to supply information about Bally's Park Place, Inc. to its present stockholders, to whom the report is addressed. It is not intended as a representation, prospectus or circular with respect to any security, and is not transmitted in connection with any sale, offer to sell or negotiation for the sale, or to induce the purchase, of any security, nor has it been approved or disapproved or passed upon as to accuracy or adequacy by the Securities and Exchange Commission.

Note: In this report, trademarks and service marks of Bally's Park Place, Inc. and Bally Manufacturing Corporation are indicated by the use of italics.

